2045368954

Philip Morris USA

Harley Davidson Retail Summary

~~W/E 1/28/95~~ 2/4/95

Issue	Week	Change
• Share	✓ 0.4	Stable (Since 10/94)
• Share in Stores Stocking	0.9 ~~0.8~~	Declined -1.1 (From ~~1.2~~ in 10/94)
• Distribution	45 ~~44%~~	Expansion Stabilized (Highest in C-Stores)
• % of Harley C-Stores on Deal	69% ~~67%~~	Declined 74% (From ~~76%~~ in 11/94)
• % of Total C-Stores with Harley Deal (50¢ Off Packs)	34% ~~33%~~	Declined (From 37% in 12/94)

Source: https://www.industrydocuments.ucsf.edu/docs/jgfj0004